

HED Property
Owners
Association
Directors

★★★

John Tronson
President
Tronson Investment
Group

Bob Victor
Vice President
VanOwen Realty
Corporation

Tej Sundher
Secretary
Hollywood
Guinness Wax
Museums

Monica Yamada
Treasurer
CIM Group LLC

Rick Beltz
M + S Management

Chris Bonbright
Whitley Court
Partners

Lynda Bybee
MTA

Donelle Dadigan
Max Factor Bldg

Joel Fisher
The Avalon

William Hertz
Mann Theatres

Nathan Korman
1723 Wilcox

Jose Malagon
Hollywood Media
Center

Jeff Rouze
Historic Hollywood
Hillview LLC

Ron Radachy
Davis
of Hollywood

Alan Sieroty
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Kerry Morrison
Executive Director



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December 31, 2004

TO: Karen Kalfayan
Office of the City Clerk

FROM: Kerry Morrison
Executive Director
Hollywood Entertainment District POA

SUBJECT: Fourth Quarter
October 1, 2004 through December 31, 2004

As is required in our Agreement with the City of Los Angeles, I am submitting our Fourth Quarter Report to summarize key activities of the Hollywood Entertainment District. In addition, the November 30, 2004 financial statement is attached to this memo.

I. Operational Issues

- A Budget Working Group was convened in November and guided the preparation of the detailed 2005 budget. This document is attached to the quarterly report entitled, "2005 Budget Presentation."
- At the November Annual Meeting of the Board, five directors were elected for three year terms ending November, 2007. In addition, the directors elected new officers for the coming year: John Tronson, president; Bob Victor, vice president; Tej Sundher, secretary and Monica Yamada, treasurer.
- After an inquiry from one nonprofit property owner, it was determined that for the 2004-05 tax year, the nonprofit properties did not received their \$1,000 credit, as is required in the Management District Plan. HED staff contacted database manager, MuniFinancial, and they confirmed the error. MuniFinancial will work with the County Tax Collector to ascertain if new tax bills can be generated before the April 10 installment deadline.
- With respect to fourth quarter finances, the summary is as follows:
 - a. Fourth Quarter projections show year-end assessment revenue at \$2,216,587. This represents a \$40,587 improvement over the original

budgeted revenue assumption of \$2,176,000. The revenue has improved because of a lower-than-anticipated rate of delinquencies this year.

b. Projections indicate year-end expenses will exceed budget by approximately \$38,000, owing to the improved revenue picture. However, year-end cash-on-hand is estimated at \$20,630. All expenditures are in line with Management District Plan categories, and a spreadsheet and summary of accounts is attached.

II Security

- The Board approved a contract with Metro Video Systems of El Segundo for \$103,000 to pay for the costs associated with the installation of five video surveillance cameras along Hollywood Boulevard, and the related recording equipments and monitors, for exclusive use by the LAPD Hollywood Division. The contract effective date was contingent upon receiving the city's indemnification documents (intended for both the Association, and the property owners who agreed to host the cameras on their buildings). Those documents were received from the city shortly thereafter.
- The Board voted to reimburse the three property owners who host cameras for expenses associated with installing the conduit and wiring to support the camera installation. The LAPD had negotiated with DOT to allow access to two ATSAC poles for cameras (at Highland and Vine) which eliminated the need to recruit private property hosts at those locations.
- The HEDPOA coordinated a successful public information campaign which culminated in an October 29th press conference, with the help of LAPD Media Relations, to ensure widespread public awareness about the 36-hour ban on silly string for Halloween. The silly string ban was seen as successful given that few cans were brought to the Boulevard, and the crowds were calmer than usual. LAPD was able to keep all streets open for the duration of Halloween night.

III Streetscape Issues

- The HEDPOA received funding from the CRA to pay for the removal of the palm tree uplights along the Boulevard, from Sycamore to LaBrea. The purchase order was for \$12,000 and HED staff secured a lower bid from a vendor to conduct the work. As a result, the CRA authorized the use of the remaining funds (approximately \$4,000) to conduct a technical

survey the remaining stage lights along Hollywood Boulevard to determine the proper fixtures needed to maintain those lights, and to set up a demonstration of a recommended technology. The demonstration will start in January, 2005.

- The CRA provided the contract for review and approval by the HEDPOA Board for the \$180,000 Fan Palms West project. It is possible that the contract cost will be increased upon the recommendation of the CRA staff to its Board in January, 2005, because the original project estimates are over two years old. In the meantime, the HED board approved a scenario whereby adjacent property owners (in the area from Sycamore to approximately the 6900 block of Hollywood Boulevard) would pay a portion of the additional costs based upon front footage. (This project calls for the removal of Ficus Trees and the installation of 41 Mexican Fan Palms.)
- The HEDPOA received the contract from the city to allow for the release of \$46,000 in accumulated HVAD funds to pay for tree trimming and related services along the Walk of Fame. The contract was signed, and a work-plan submitted to the city's staff in the Public Works Department. It is hoped that tree trimming can commence once the holiday directions are removed by the Chamber in January.

IV Marketing Issues

- The Association's marketing consultant presented a plan for a marketing campaign for 2005 called "Hollywood LIVE 24/7." The campaign would stress the desirability of Hollywood as a residential location for investors and new householders. Various marketing initiatives are contemplated including corporate sponsored pole banners, a cooperative advertising venture with Los Angeles magazine, radio advertising and similar plans. A new marketing committee was appointed by the president to guide these efforts in 2005.
- The Association approved a sponsorship agreement with Titan Outdoor Advertising which will grant Titan the ability to identify potential sponsors for the HED pole banner campaign, saving the District approximately \$35,000 for each installation of new pole banners over the next 18 months.

V. OTHER

- The Board approved at its November meeting a policy statement to guide its stance on proposed street closures in the Hollywood Entertainment

District, largely impacting Hollywood Boulevard.

- The HEDPOA Executive Director testified at a Police Commission hearing on October 19 to express, on behalf of HED property owners, the negative impact to businesses resulting from the First Amending march scheduled for November 6 along Hollywood Boulevard, from Highland to LaBrea.
- The Association held its first meeting of a Facade Task Force on October 20 to discuss issues related to improving the visual appearance of the District. The objectives of this Task Force will be melded into the 2005 Streetscape Committee.
- The City Council approved the new newsrack ordinance on November 17, and it was finalized with a second reading on November 24. The effective date will be January 19th. This culminated a four-year effort by the HED.
- HED staff has been provided the opportunity to comment on proposed changes to the city's BID ordinance, as prepared in draft form by the recently retired City Clerk, Mike Carey. These discussions will continue into the new year.
- The HED Executive Director attended the International Downtown Association (IDA) conference in Vancouver, BC in early October.